

Fax Cover SheetAttention: AliceFrom: DebPhone: (910) 741- 4515Page 1 of 2

Our Fax No.: (910) 741-4606

Don is questioning
what is circled on the
attached profile. Please
check this out for me.

Deb

"WE WORK FOR SMOKERS"

51853 1534

Name: Perry Sumas Title: President	Company: Village Supermarkets
Address: 733 Mountain Avenue Springfield, NJ 07081	Telephone: (201) 467-2200 Fax: (201) 467-6582 Chain/SIS #: 1174-02-00
History/General Information of Chain/Account (I.E., ownership, acquisitions, restructuring, etc.) <ul style="list-style-type: none"> Chain founded as single store in 1938. Original founding member of Shop Rite Co-op which now numbers 178 high volume supermarkets located in NJ, NY, PA, DE and CT. The company also owns a Shop Rite group of 7 stores located in Southern New Jersey - Starn's Shop Rite. In 1992, with a dramatic decline in net earnings due to the recession and increased competition, Village closed one store and sold off one store. Shop Rite as a store group is the number one grocery retailer in this market. 	
Business Profile <ul style="list-style-type: none"> Trading Area: NJ and PA Type of Operation: Supermarkets Partners Plan/Participation: N/A Private Label: Worth Direct Account (Yes/No): No • EFT (Yes/No/NA): N/A • % EFT: N/A If Wholesaler, Number of Branches: N/A If Wholesaler, Number of Retail Outlets Served: N/A If Wholesaler, Major Chains Supplied: N/A If Not Direct Account, Major Cigarette Supplier: Wakefern Food Corporation Although most stores do not display, advertise or participate in cigarette contractual programs, this chain averages sales of 500+ per week. Robert and James Sumas are extremely active in the operation of their supplier, food co-op Wakefern. Both individuals sit on the board and buying committees. Average weekly ACV - \$450,000. <i>this doesn't look right.</i> 	
Merchandising Profile <ul style="list-style-type: none"> Signed NSS Carton contract and SDI Savings Display contract 2/95 (NSL2A). Retail Partner retail accrual match contract. The original Village Group of stores does not merchandise single packs. Packs are sold from vending machines. A number of presentations have been made with regard to this issue. Recently purchased Starn's Stores sell single packs non self-service and controlled self service. When a decision is made to merchandise single packs, RJR has the necessary relations to gain all merchandising. 	
Current RJR Business Issues (Hot Topics) <ul style="list-style-type: none"> Some stores still do not sell single packs other than Doral and Worth. 	
Personal <ul style="list-style-type: none"> Spouse: Deceased Home Address: 381 Longhill Drive Short Hills, NJ 07078 Interests: Golf Education/Civic-Political-Business Associations and Activities/Etc. 	

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